

Shera Hyunyim Park
Assistant Professor
School of Design
Email: hyunyim.park@polyu.edu.hk
Phone: 27666846



Biography

Dr Shera H. Park received her PhD in service design from Royal College of Art, where her research investigated the impact of digital platforms, service ecosystem and service design from a human-centred approach and systemic orientation. She also has a bachelor's degree in product design from Hong-Ik University and master's degrees in art and media practice and in design for communication from the University of Westminster, London.

She began 14 years of industry experience as a designer at Hyundai Group and moved from design to marketing and ultimately to developing multidisciplinary projects across communication design, digital marketing and service strategy in her role as Head of Digital Communication for LG Electronics Europe. Her projects included a new service strategy and business model to improve London air quality, which she worked on with Open Data and Transport for London, serving predictable urban flow. This project was awarded 'Winner for Business Innovation in the Private Sector' at the Service Design Network.

Later, Dr Park worked as an Associate Lecturer at the Institution for Design Innovation at Loughborough University London. She contributed to teaching and dissertation supervision in the areas of service design, service innovation, service ecosystems and digital platforms for the design innovation master's programme. She also gave Studio Talk in MA Service Design and Talk for Designing Intelligence into our Cities in Intelligent Mobility Design Centre at the Royal College of Art, London.

Qualifications

Doctor of Philosophy (PhD) in Service Design, Royal College of Art, UK, 2020
Master of Arts (MA) in Design for Communication, University of Westminster, UK, 2012
Master of Art (MA) in Art and Media Practice, University of Westminster, UK, 2005
Bachelor of Fine Arts (BA) in Product Design, University of Hongik, South Korea, 2001

Employment

Assistant Professor

Assistant Professor
School of Design
The Hong Kong Polytechnic University
23 Oct 2020 → present

Associate Lecturer, Loughborough University

17 Sep 2019 → 30 Sep 2020

Head, Digital Communication

LG Ad Europe
United Kingdom
2 Jan 2012 → 31 Mar 2015

Digital Marketing Manager

LG Electronics UK & Ireland
United Kingdom
19 Sep 2005 → 31 Dec 2011

Designer

Hyundai Marine & Fire Insurance
Korea, Republic of
16 Jul 2001 → 31 Jul 2004

Designer

Hyundai Engineering & Construction
Korea, Republic of
2 Jan 2001 → 15 Jul 2001

Award and Project

London Smart Black Taxi Service, Business Innovation Winner, Service Design Network
Award date: 3/11/17